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ABSTRACT:

PROBLEM TO BE SOLVED: To provide a method for freely segmenting customers according to the intention of an analyzing person while analyzing purchase history information provided by interlocking POS(point of sales) data and customer card data, especially, to provide a method for performing clustering the developer of a large store based on the intention of the analyzing person.

SOLUTION: This method is composed of a computer 201 for file performing file reading, file outputting and processing for segmenting customers, storage device 204 connected to that computer for storing information for segmenting the customers, input device 202 for inputting an attribute selector and a target customer layer selector, and output device 203 for outputting the information for segmenting the customers.

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